

Support the #1 Community Academic Hospital in Canada and One of the Top 100 in the World

— Ranked by Newsweek as “The World’s Best Hospitals 2023”

North York General Foundation **RADIO****THON**

in partnership with



Thursday, August 24, 2023



NORTH YORK
GENERAL
FOUNDATION

北約克醫院基金會



North York General Foundation Radiothon, in Partnership with A1 Chinese Radio AM 1540

Date: Thursday, August 24, 2023

Time: 7AM to 6PM

During the Radiothon, on-air personalities will share stories and interviews from North York General Hospital (NYGH) staff, patients and families.

An evening concert "Cow Wong Show" will also be organized by the station on August 26 at 7:30 pm, and will continue to call for donations. It will be broadcast online through A1's Facebook and YouTube channel.

Proceeds will support a new Birthing Centre at NYGH.

Benefits of partnering with us

Last year at the Radiothon, close to \$150,000 was raised from donors and sponsors. This year, we are counting on your support to raise funds for our new Birthing Centre.

- A1 Chinese Radio's major weekday programs reach over 80% of Chinese radio listeners + A1 app and web averages 4,000 listeners/day
- Some of the top 8 most popular Chinese DJs in Toronto will be part of the Radiothon
- North York has one of the largest Chinese communities in the GTA and NYGH has a high volume of patients from other Chinese communities such as Scarborough and Markham
- North York has more households in the top income bracket compared to provincial and national levels

Extend your brand reach

- Engage with existing and prospective customers
- Align your brand with both North York General Hospital and A1 Chinese Radio — two strong brands in the community

Build your brand as a caring corporate citizen

- Reaffirm to the Chinese community that you are an engaged, socially responsible organization or individual, invested in the health of your community
- Support the development of a new Birthing Centre for our growing population

The New Birthing Centre

For All Families And Communities

Since North York General opened more than fifty years ago, the hospital has supported more families along their birthing journey than any other community hospital in Ontario.

That's why we are the largest and most comprehensive maternal and newborn program at a community academic hospital in the province.

From pregnancy to childbirth, through to the care of a newborn and beyond, North York General is where thousands of families, from countless cultures and traditions, have experienced expert and compassionate care.

In the last 50 years, our expertise, capacity and breadth of service has increased profoundly. But our Post-Partum Unit has not received any substantial updates since the hospital opened in 1968, and our Labour & Delivery Unit has aged since its opening almost 20 years ago.

Put simply, our aging physical space does not reflect the modern standard of comfort that our mothers, babies, and families need and deserve.

To meet these and other urgent needs, we are embarking on an ambitious project to transform our aging Labour & Delivery and Post-Partum Units into a modern, integrated Birthing Centre. It will be Toronto's first and only Birthing Centre designed for every family, and every community, designed with sensitivity to family and cultural traditions.

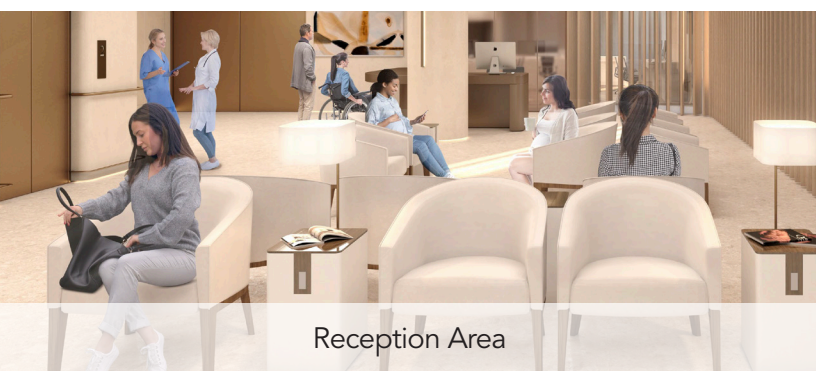
Renowned architects Hariri Pontarini and NORR have been retained to develop the new Birthing Centre, bringing substantial expertise in health care projects that are focused on de-institutionalizing the feel of hospital environments, with a focus on design and patient experience.

The time is now to upgrade our facilities to match our outstanding quality of care.

Illustrative renderings of new Birthing Centre



South Atrium



Reception Area



Labour & Delivery Room

Partnership Opportunities

Option I: Radiothon Diamond Sponsor \$10,000

- Special exclusive recognition as Radiothon Diamond Sponsor on all promotional print material and through on-air mentions during the Radiothon
- Company or donor name visibility in print promotion through Sing Tao Magazine house ad as Radiothon Diamond Sponsor
- Full live interviews on-air during the Radiothon
- Cheque presentation and photo opportunity on-air during the afternoon broadcast
- Inclusion on the Inspiration Gallery Donor Wall at North York General Hospital
- Recognition as Radiothon Diamond Sponsor across North York General Foundation social media posts, e-communications and promotions
- Large logo visibility on NYGH Foundation websites (Chinese/English) as Radiothon Diamond Sponsor
- Large logo visibility on post event Thank You ad as Radiothon Diamond Sponsor
- Opportunity to contribute to on-air lucky draw, to showcase your products, services, and express appreciation to donors
- Full business receipt



Partnership Opportunities

Option II: Power Match Sponsors/ Supporters \$5,000

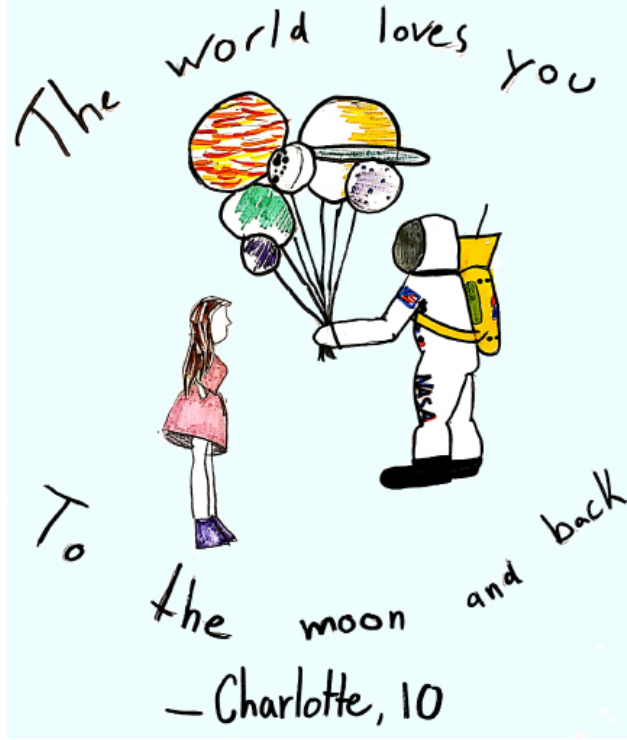
- Power Match Partner — allows you to match donations during the selected 1 hour Radiothon broadcast
- Company or donor name visibility in print promotion through Sing Tao Magazine house ad as Power Match Sponsor
- Mention as Power Match Partner by on-air personalities during the Radiothon
- Pick the hour (as available) between 7am — 6pm
- 3 minute on-air interview during the chosen hour of the Radiothon
- Recognition as Power Match Partner across North York General Foundation social media posts, e-communications and promotions
- Company or donor name visibility on NYGH Foundation websites (Chinese/English) as Power Match Partner
- Company or donor name visibility on post event Thank You ad as Power Match Partner
- Donation Tax Receipt for Power Match Supporter
- Full Business Receipt for Power Match Sponsor

Option III: Radiothon Gold Sponsors \$2,500

- Mention as Gold Sponsor by on-air personalities during the Radiothon
- Company or donor name visibility in print promotion through Sing Tao Magazine house ad as Power Match Sponsor
- Recognition as Gold Sponsor across North York General Foundation social media posts, e-communications and promotions
- Logo visibility on NYGH Foundation websites (Chinese/English) as Gold Sponsor
- Logo visibility on post event Thank You as Gold Sponsor
- Opportunity to contribute to on-air lucky draw, to showcase your products, services, and the appreciation to the donors
- Full business receipt

Option IV: Corporate/Individual Donation

- Mention during the Radiothon with donation over \$1,000
- Opportunity to be included on the Inspiration Gallery Donor Wall at North York General Hospital if donation reaches \$10,000 or above
- Full business receipt/Donation Tax Receipt Option



Support a hospital that is known for being the #1 community academic hospital in Canada, one of the top 5 of all hospitals in the country, one of the top 100 in the world, and one of Canada's Best Employers. By joining with us, you will help make a world of difference for thousands of families.

For more information please contact:

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Charitable Registration #88875 1245 RR0001